



## 4-H CONTESTS AND AWARDS

For many years, 4-H programs at the national, state and local levels have benefited from donor and sponsor identification and involvement with 4-H contests and awards programs. The areas of concern in these relationships almost always arise in conjunction with insuring the proper use of the 4-H Name and Emblem in accordance with Federal law and regulation and USDA Policies.

It should always be noted that authorizations and approvals for the use of the 4-H Name and Emblem must be given for the educational and character-building purposes of the 4-H program and to serve the educational needs and interests of 4-H youth and can not be used to exploit the 4-H program or its members. Authorization to use the 4-H Name and Emblem can not be provided to:

- Commercial firms, vendors or organizations that would profit from the use of the 4-H Name and/ or Emblem for merchandise, supplies, products, and/ or services.
- When intended for or available to the general public with no benefit to the educational goals and objectives of the 4-H Youth Development program.
- Endorse or to imply or effect the appearance of an endorsement of a commercial firm, product, or service.

In establishing or renewing a donor or sponsor involved 4-H contest or award, there must be a written agreement developed between the State or local Extension Service or State 4-H Office and the donor or sponsor as to the:

- type of contest/award
- purpose of the contest/award
- criteria on which the contest/award will be given rules and regulations under which a contest or awards program shall be conducted.

Any sponsor, donor, organization, individual, or group wishing to cooperate with the 4-H Youth Development program in sponsoring an award or contest must apply for authorization to use the 4-H Name and Emblem from the appropriate authority at the national, state or local level. Permission to use the 4-H Name and Emblem must be given prior to issuing any publicity or promotional materials related to the award or contest. Materials and promotions related to the contests should include the following non-endorsement statement – “No endorsement of this product or service by 4-H is implied or intended”.

Donors of 4-H awards or cooperating sponsors of 4-H contests should be recognized by the 4-H program in ways that show appreciation, but do not imply endorsement of the donor’s product or service. Likewise, donors should be permitted to publicize their association and involvement with 4-H, but focus should be on 4-H rather than on sales promotions.

Any tangible item given by a donor as a 4-H award that incorporates the 4-H Emblem as a part of the item shall use the 4-H Name and Emblem as prescribed in the appropriate Federal law and regulations and USDA



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## 4-H National Headquarters Fact Sheet

### Policies.

Donors of 4-H awards or cooperating sponsors of 4-H contests cannot require the use of or refer to specific brand name product or service as criteria for an award or in conducting a contest.

If the 4-H Name and Emblem is used in conjunction with a donor or sponsor's name on any 4-H award or in printed or visual material used in publicizing, promoting, or conducting a 4-H contest, the 4-H Name and Emblem shall be given a position of prominence.

In conjunction with a 4-H contest or other programs for which awards are given (demonstrations, exhibits, or displays), the use of brand name products or services should be discouraged.

For further information or clarification on the use of the 4-H Name and Emblem, contact 4-H National Headquarters-USDA at (202) 720-2908 or <http://www.national4-hheadquarters.gov>.